

II. In the Abstract

1. Amended abstract in strikethrough format.

~~The present invention~~ System and method to provides management of transaction data effectively to process, store, analyze, review, and visualize transaction data. The system and method ~~are present invention~~ is compatible with transaction data from internet accesses to Web-sites. The system and method ~~present invention~~ provides a unified data collection and processing scheme with an interactive visualization tool for the processed data. The system and method ~~present invention~~ receives transaction data and then processes this transaction data to create an efficient data structure representing the data. As a result, the system and method ~~present invention~~ also provides an interactive visualization tool for the strategists, transaction data maintenance personnel, and Web-site maintenance personnel to effectively and efficiently review transaction data to provide a convenient tool for managing transaction data or a Web-site and visualizing its effectiveness. Furthermore, the system and method ~~present invention~~ also provides for the aggregation of such transaction data.

2. Amended abstract in normal format

System and method to provide management of transaction data effectively to process, store, analyze, review, and visualize transaction data. The system and method are compatible with transaction data from internet accesses to Web-sites. The system and method provide a unified data collection and processing scheme with an interactive visualization tool for the processed data. The system and method receive transaction data and then processes this transaction data to create an efficient data structure representing the data. As a result, the system and method also provide an interactive visualization tool for the strategists, transaction data maintenance personnel, and Web-site maintenance personnel to effectively and efficiently review transaction

data to provide a convenient tool for managing transaction data or a Web-site and visualizing its effectiveness. Furthermore, the system and method also provide for the aggregation of such transaction data.